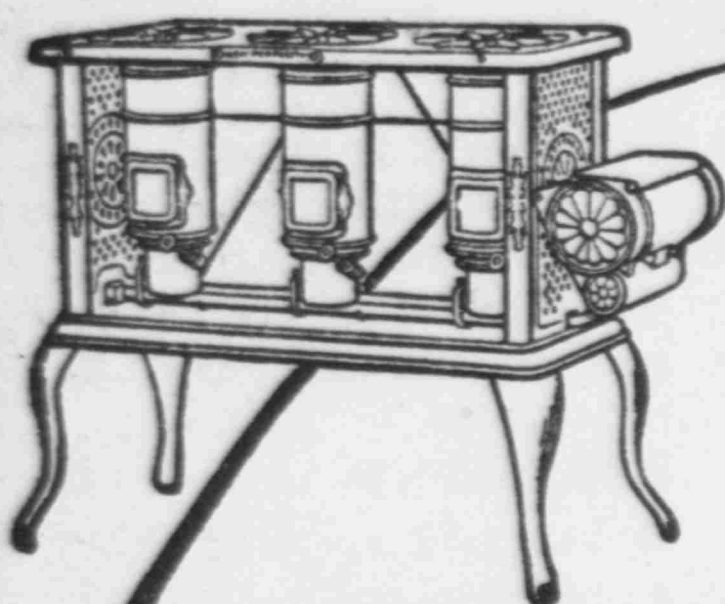


Hot Stove—Cool Kitchen



How do you expect to endure the broiling days of summer if you prepare all the food over a glowing coal fire?

You need a "New Perfection" Oil Stove that will do the cooking without cooking the cook. It concentrates plenty of heat under the pot and diffuses little or none through the room. Therefore, when working with the

NEW PERFECTION Wick Blue Flame Oil Cook-Stove

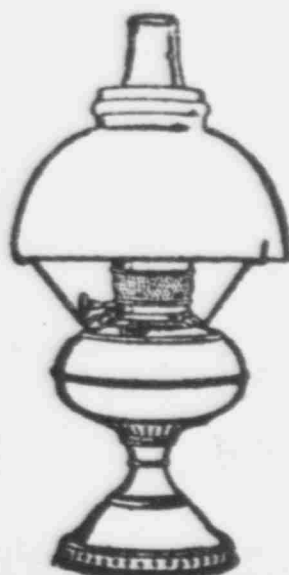
the kitchen actually seems as comfortable as you could wish it to be.

This, in itself, is wonderful, but, more than that, the "New Perfection" Oil Stove does perfectly everything that any stove can do. It is an ideal all-round cook-stove. Made in three sizes, and fully warranted. If not with your dealer, write our nearest agency.

The **Rayo Lamp**

a substantial, strongly made and hand-some lamp. Burns for hours with a strong, mellow light. Just what you need for evening reading or to light the dining-room. If not with your dealer, write our nearest agency.

STANDARD OIL COMPANY
(Incorporated)



FLORIDA'S FAVORITE MAIL ORDER HOUSE

G. D. HOGAN, OCALA, FLA.

There is not a more complete liquor store in Florida than ours, and the excellent facilities for handling mail orders puts us in a position to give our customers prompt attention. Our stock consists of everything in the line of

HIGH GRADE WINES, LIQUORS, BEERS, CIGARS, ETC.
IMPORTED AND DOMESTIC.

HARRIS CORN MALT

A Blend Made From a Combination of the
Finest Corn and Malt Whiskies.

You'll Certainly be Pleased With a Trial Order of These Goods.

One Full Quart - \$1.00
Two Full Quarts - \$2.00
Four Full Quarts (express prepaid) \$4.00

SEND FOR OUR MAIL ORDER PRICE LIST.

G. D. HOGAN, : : Ocala, Fla.

FLORIDA'S FAVORITE MAIL ORDER HOUSE

Ocala House Wine Rooms

— TRY OUR —

OLD ALLEGHANY

PURE RYE.

Put up 4 full Qts
in Fancy Cartons
Delivered at your
Express Office
For \$3.20

Regular \$1.00 a Quart Whiskey; write for complete Price list.

Ocala House Wine Rooms.
OCALA, FLORIDA.

DAVID S. WOODROW

J. W. AKIN

GEORGE H. FORD

OCALA PLUMBING AND ELECTRIC COMPANY

DEALERS IN

Standard Makes of Plumbing Goods, Gas Engines, Pumps, Irrigating Plants, Acetylene Gas Plants Sold and Installed Complete. Estimates promptly submitted on any Work in our line.

P. O. Box No. 944

OCALA, FLA.

'Phone No. 370

OUR GREATEST PROSPERITY COMING

"We Have Had Our Lesson and Have Learned It Well" Says
Charles M. Schwab in the New York World.

Why all this talk about hard times? If people would only stop talking about them there wouldn't be any hard times!

We should take a broader position here in the United States. America is the cynosure of the world; the United States is the biggest part of America.

Don't let us worry about these little flurries in the business world. The recent troubles have been a most healthy check upon our financial ills. The country is all right. We are not going to the dogs—far from it.

The tendency of business must always be upward. That is the way we are all going—upward. If my opinion is worth anything, I would predict that for the next ten years we shall enjoy the greatest prosperity the country has ever experienced. This is no idle dream, either, but an assertion based upon the concrete information that comes to me from all over the country.

The demands of the forty-six states in our Union are so vast, so insistent, that no one can predict where they will end. Today and always our demand is so great that our mines and manufactures, our agriculture and our myriad industries are so taxed that they can hardly catch up. We are always behind in our supply.

Even today we are taxed to fill the demands made upon our industries. People may laugh at this, but it is true. That is the kind of an optimist I am. I am always optimistic when I get to talking about the United States; our possibilities are so wonderful, our resources so marvelous. No land in the world enjoys such opportunities as ours.

Now comes the scoffer and asks: Why, then, have we had this recent depression? It isn't hard to answer him. Somebody got frightened—it matters little who it was. Then somebody else got frightened, then somebody else, and then everybody got frightened.

And right in the face of one of the greatest agricultural years in the history of the country!

I am naturally a bull on this great land of ours, and I could see nothing in the talk about far-reaching depression. Setbacks are natural from time to time after the tremendous energy and expansion which business periodically develops. But none of the setbacks can go far enough to destroy that which has already been done.

I think it is fortunate that there is a great balance wheel in our country which checks our pace when it gets too rapid. This causes the inevitable slow-down; it enables the engineers of finance to oil the machinery. A little caution and conservatism and then the machinery can be set going at its highest speed again, grinding out prosperity for everybody who has a mind to work.

The recent contraction was no sign of real hard times, no proof that the country was in peril. There had been over-distention of credit. Business had over-expanded. This was not in the United States alone. It had extended all over the world. For the volume of money in circulation there was too much business being done. The United States, always trying to be ahead of its rivals, had gone too far. But the error has already been corrected.

Some of the great industrial corporations sought to enlarge, to improve faster than their business warranted. They took too many chances when confidence was unbounded and credit unlimited. Men were able to finance projects which were not demanded by the times. Then came timidity. People with money got frightened here and there. Capital began to contract. It is always chinking in times when anybody gets nervous.

Suddenly some of the larger corporations found it difficult to borrow money to meet their increasing obligations. The banks were called upon for more than they could do. Because of the extraordinary distention, securities that were good enough for anybody could not find the ready market they enjoyed during the boom period and the trouble was on. Business men had to curtail; everybody had to curtail. There was an urgent demand for cash. Economy had to be practiced. But has it hurt? Are the great, sound interests any worse off today. Perhaps the purveyors of luxuries didn't sell as much, and perhaps a few corporations had to retrench, but is the country at large any worse off?

I think not. In fact, I am of the opinion that the next ten years will witness a degree of prosperity in the United States such as it has never seen before. We are just beginning to find ourselves. It is just here already, the day will soon come when our finance and our

industry and our agriculture will rule the world.

Take the one industry with which I am familiar—steel. When the United States Steel Corporation was founded I predicted that it would do an annual business of at least \$400,000,000. It has done nearly double that amount. Yet few people believed me when I made my prediction.

I predicted that ore would be worth one dollar a ton in the ground. Some people laughed at me. They said it was the wildest sort of a guess. Yet only recently ore has been contracted at rates approximating one dollar a ton in the ground.

There is no more reason for the increased value of ore than there is for the increased value of any other commodity. The world must have our products, and we are here to deliver the goods. The demand is everywhere; we have the supply.

The United States will go on in the future as it has in the past. The recent contraction has given everybody a breathing spell. Reduced credits will supply more and cheaper money. Bank reserves are growing. There is already an inquiry for good investments. During the recent breathing spell the country has gathered its energies for greater strides.

In 1880 there were about 1,000,000 tons of steel manufactured in the United States. Last year there were 24,000,000 tons manufactured, despite the depression. This shows the development of the business of the United States. In less than ten years you may be sure that the steel output of the United States will be 40,000,000 tons.

Does that show inherent prosperity or not?

I should not like to speak for other industries, but for steel I say that all the important interests would like to maintain prices, and there is no indication of weakening. Stability of prices has been the dream of trade for years; the dream seems now to be actually realized.

Large consumers are just as anxious to have prices maintained as are the producers, for the reason that they are compelled to carry a large amount of steel in stock, purchased at present prices. Any cut would mean a reduction in the value of the stock held by them. Small consumers, on the other hand, are equally satisfied with stable prices, for they are then assured of equal treatment against the larger consumers.

Business has about gone down to rock bottom. From now on it will get brisker and brisker. There will, in my opinion, be no boom, but things will grow better and better as the months roll on. Business will be safer; it will be on a sounder basis.

We are on the verge of a national election. I don't care to discuss politics, but I may say that I feel that the settling of politics always helps business sentiment. The times will show a gradual improvement from now on, and after the election—if not before—things will be normal again.

I am intimate with only one great industry—the steel manufactures of the country—which is one of the largest in the land; but I fear that the feeling of "better times prevails everywhere now. We have had our lesson and we have profited by it.

The country is too big to be hampered by anything. Nothing can stop us, no matter what happens. We shall have these periods of depressions, such as the one that we have just been through, again, but they are merely incidents, economic incidents, eventually making for better and sounder conditions. The ultimate trend is always upward. There has never been a period of prosperity in the country which, in my opinion, will equal the normal condition of the country in the future.

There is no cause for pessimism. I am an optimist, a bull on the United States. The world must take off its hat to us.

FOR SALE AT A BARGAIN

My house south of the school house with nearly two acres of land. House consists of eight rooms, also pantry, bath room and toilet. Ceiled and hard oil finished. Acetylene gas plant lights entire house. Stationary lavatories with hot and cold water upstairs. Good servant's house, two rooms, with fire places. Price \$3000. Easy terms can be arranged. Furniture, books, piano, \$50 range etc. also for sale at a sacrifice.

A. E. HADLEY

HOG CHOLERA

Some time ago we sent a notice to our customers that we were having prepared, from a formula furnished by the Department of Agriculture at Washington, a medicine for HOG CHOLERA. We now have this medicine on hand, and will be glad to receive your orders for same. Fla. Packing & Ice Co. 7-3-5w.

Cramps

Thousands of ladies suffer agonies every month. If you do, stop and think. Is it natural? Emphatically and positively—NO! Then make up your mind to prevent or cure this needless suffering!

TAKE **CARDUI**

It Will Help You

"I suffered 9 years" writes Mrs. Sarah J. Hoskins, of Cary, Ky. "I had female trouble and would nearly cramp to death. My back and side would nearly kill me with pain. I tried everything to get relief, but failed, and at last began to take Cardui. Now I can do my housework with ease and I give Cardui the praise for the health I enjoy." Try.

AT ALL DRUG STORES

STAR MAIL ORDER HOUSE JUST OPENED

PURE FOOD WHISKIES, WINES AND LIQUORS

You Will Find a Coupon Wrapped With Each Quart Bottle of Our Whiskey. By Returning Twelve of These Coupons We Will Send You ONE QUART FREE.

Express Paid

Packed in plain cases. No marks to show contents

Price for 4 qt. Bottles	
One Star Rye...	\$2.50
Two Star Rye...	3.00
Three Star Rye...	3.50
Four Star Rye...	4.20
Five Star Rye...	5.00
Old Mountain Corn...	2.50
Forsythe Square Rye...	3.40
Sugar Valley Corn...	3.80
Harris Levy & Co. ...	3.00
Duval Club Rye...	3.80
White Oak Tenn. Whiskey...	4.00
Mellwood, Ky., Bourbon (bottled in bond)...	4.50
Harris Levy & Co's bot. in bond	
Straight Bourbon...	5.00
Harris Levy & Co's bot. in bond	
Straight Rye...	5.00
Echo Spring...	5.00
Deep Springs, original Tenn. bottling...	5.00
Lewis 66 Rye...	5.00
I. W. Harper...	5.00
Marcus Grand Old Malt...	3.20
Magnolia Gin...	4.00
Old Oscar Pepper Rye, 4 full quarts...	5.00

Express Paid

Sugar Valley Corn, 4 full qts. 3.80

Express Paid

We are sole distributors.

Express Collect

	Per Gal.
Ashmore Rye...	\$1.50
Chandon Rye...	2.00
Quapaw Club...	2.50
Raymond Rye...	3.00
Forsythe Square...	3.50
Duval Club...	4.00
Old Mountain Corn...	2.00
Kiowa Corn...	2.50
Sugar Valley Corn...	3.00
Canton, Maryland, Rye, 2 stamped, straight, 5 years old...	3.50
Silver Stream Bourbon, 2 stamped, straight, 5 years old...	3.50
Iron Chancellor Rye, 2 stamped, straight, 7 years old...	4.00
Walker Rye, 2 stamped, straight 9 years old...	5.00
Peach and Honey, Rock and Rye, Blackberry, \$1.50 to...	2.50
Port, Sherry, Catawba, Muchetelle Wines, \$1.50 to...	4.00
Peach, Apple, Apricot, Banana Brandy, from \$2.00 to...	3.25
Magnolia Gin, 1, 2, 3, 4 and 5 stars, 75c. to...	3.25

Beer, Beer

Budweiser, per cask...	\$12.00
Budweiser, per doz. bottles...	1.50
Blue Ribbon, per cask...	12.00
Blue Ribbon, per doz. bottles...	1.50
Piel's, per cask...	12.50
Piel's, per doz. bottles...	1.50
Star Brew, our own, guaranteed as pure and high grade beer as can be produced, per cask	8.50
Per doz. bottles...	90

HARRIS LEVY & COMPANY

421 to 427 W. Forsyth St. Phone 528

JACKSONVILLE, FLA.



CAS BLUM & COMPANY,
Jacksonville, Fla.

BANNER ADS SURE PAY